



FOTOGRAV REACHES COLOR COMPLEXITY, WORKFLOW SIMPLICITY WITH NEW DUPONT™ CYREL® EASY PLATFORM

BACKGROUND

Fotograv is one of the best known trade shops in Brazil. Since its inception in 1968, the company has been a pioneer in the introduction of new technology and plate processing for flexography and dry-offset printing in the Brazilian market. The company plays an instrumental role in the evolution of the printing value chain for flexible packaging (labels and packaging) in the country.

Fotograv is committed to their mission of always bringing innovations in Flexography to their customers, helping them to advance their continuous printing process, and delivering improvements in quality, economy and time. They have raised the standard of Flexography by establishing partnerships with suppliers and customers.



Geraldo Fernandes and Fidel Fernandes, owners of Fotograv, beside the team at the opening of the Outlet Center, on June 1, 2013

CHALLENGES

In such a competitive environment as the Flexographic market, differentiation is a great challenge. The technology has grown so much over the years and discussions are no longer focused only on quality. Factors such as productivity, repeatability, the lowest setup cost per machine and the possibility of exploring the lowest possible dot in the plate are critical. Fidel Fernandes, director and partner of Fotograv, is proud of what is available today “In the past, Flexography was seen as a stamp and we know that it is far from it. In many situations, you do not have a magnifier available and one cannot distinguish between packaging printed in gravure or flexography .”

As part of their commitment to driving innovation, Fotograv invests in various prepress technology offerings, made available to its customers. These are the most advanced products for the sector. Although they were finding high quality products that adhere to

their current processes, they were still missing a simplification in prepress that could maintain or even surpass the level of quality required. They also needed a solution that enabled them to minimize process time and variables involved in the platemaking steps.



Fotograv Output Center Unit, Carapicuíba – São Paulo

The market knows the Flat Top Dot plays an important role in sustaining dot shape. It ensures better stability on press, allowing higher speeds in a machine and achieving high quality standards. In order to achieve these standards, systems such as lamination, inert gas insertions and special UV lamps were widespread. These are systems Fotograv owns. In addition, software, lens and screenings have been developed, specifically to increase ink density and improve the highlight areas that contributed to increasing the final output of flexographic printing. However, all resources combined dramatically reduce the productivity of the trade shop, resulting in additional costs to some of these systems. Fotograv felt the need to find a definitive solution to this.



Front of the building where is located the headquarters of Fotograv in Barra Funda, São Paulo



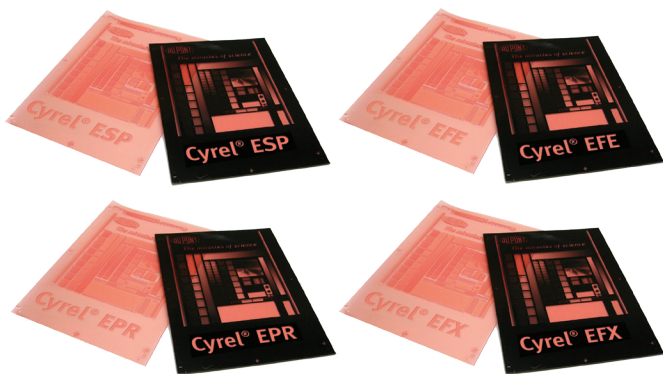
FOTOGRAV REACHES COLOR COMPLEXITY, WORKFLOW SIMPLICITY WITH NEW DUPONT™ CYREL® EASY PLATFORM

SOLUTION

Throughout its 40-year history, DuPont™ Cyrel® has been committed to anticipating market needs by launching new products that meet the three following strategic pillars: quality, productivity and sustainability. It is important to continue to understand the needs of the market by simplifying processes and continuing to deliver prepress productivity reached in the past, without losing the print high quality achieved today. With that in mind, DuPont launched DuPont™ Cyrel® EASY, a new generation of plates in 2015.

This new platform technology simplifies the prepress process by building digital flat top dots directly into the plate. This results in increased productivity and consistency, offering high ink transfer and vibrant colors, making it a quick and simple process. The plates are available in four versions:

- Cyrel® EASY ESP – Solvent Engineered Surface
- Cyrel® EASY EPR – Solvent Smooth Surface
- Cyrel® EASY EFE – FAST Engineered Surface
- Cyrel® EASY EFX – FAST Smooth Surface



Committed to always delivering innovations to its customers, Fotograv demonstrated a strong interest in Cyrel® EASY from its initial launch.

For more information on DuPont™ Cyrel® EASY visit www.cyrel.com or call your sales representative.



DuPont and Fotograv: Four decades of partnership

RESULTS

Aware of this technology since November 2015, Fotograv had the opportunity to share it with various converters. Significant data and quotes* are shared below:

- Setup is extremely fast;
- One of the items already printed more than 2 million meters being used is 15 unbelievable machine setups in perfect condition – Normally market average is 6-7 times depending on the run;
- High Speed at press (400-600 m/m) with no dirty printing;
- Very few stops for cleaning;
- Clean minimum dots that guarantee the smoothness required of vignettes fading to zero;
- Extremely low dot gain (almost null bump up curve);

“Results like these make us very proud, especially when we hear from the customer,” says Germán Navas, sales manager, Latin America, DuPont Advanced Printing.

Not only do converters and trade shops benefit from this innovation, but brand owners do as well. This solution guarantees repeatability bringing together where packaging is printed and fidelity in an agency’s layout. “The results are sensational, it is really a TOP product on the market,” said Fidel Fernandes.

“It is a pleasure to know that Cyrel® EASY is contributing to the success of this great partner. We invite all the market to learn the benefits of this innovative technology, which is a watershed in flexography “complete Navas.

*Data and quotes can change according customer configurations.